

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh atribut produk dan *variety seeking* terhadap *brand switching* (survei pada pengguna smartphone Samsung di BEC). Rumusan masalah dalam penelitian ini adalah bagaimana tanggapan konsumen mengenai atribut *smartphone* Samsung, bagaimana tanggapan konsumen mengenai *variety seeking smartphone* Samsung, bagaimana tanggapan konsumen mengenai *brand switching smartphone* Samsung, dan seberapa besar pengaruh atribut produk dan *variety seeking* terhadap *brand switching smartphone* Samsung. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif. Teknik pengumpulan data yang digunakan adalah observasi dan penyebaran kuesioner. Adapun ukuran populasinya sebanyak 1.560 pengunjung dengan jumlah sampel yang diteliti sebanyak 100 responden. Sedangkan teknik sampling yang digunakan untuk menghitung besarnya ukuran sampel adalah *nonprobability sampling*. Metode analisis data yang digunakan adalah Analisis Regresi Linier Berganda. Uji Validitas, Uji Reliabilitas, Analisis Korelasi Berganda, Koefisien Determinasi, Uji Hipotesis Simultan (Uji F), Uji Hipotesis Parsial (Uji T), Koefisien Determinasi Parsial, dan Koefisien Determinasi Simultan. Sesuai dengan perhitungan statistic, atribut produk, dan *variety seeking* berpengaruh positif dan signifikan terhadap *brand switching*. Besar koefisien Determinasi adalah sebesar 73,4%, sedangkan sisanya sebesar 26,6% merupakan kontribusi variabel lain selain Atribut Produk , *Variety Seeking*.

Kata Kunci : Atribut Produk, Variety Seeking, dan Brand Switching

ABSTRACT

This research aims to know the influence of product attributes and variety seeking against brand switching (survey on Samsung smartphone users in BEC). Formulation of the problem in this research is how the responses of consumers regarding Samsung smartphone attributes, how the response of consumers regarding Samsung smartphone variety seeking, how the response of consumers regarding Samsung smartphone brand switching, and how great the influence of product attributes and variety seeking against brand switching smartphone Samsung. The research method used is descriptive method and verifikatif. Data collection techniques used are observation and dissemination of the questionnaire. As for the size of the population as much as 1,560 visitors with the number of samples examined as many as 100 respondents. While the sampling technique that is used to calculate the magnitude of sample size is nonprobability sampling. Methods of data analysis used was Multiple Linear regression analysis. Test validity, Reliability Test, Multiple Correlation Analysis, determination of the coefficient of Simultaneous Hypotheses, test (test F), Partial Hypothesis Test (test T), the coefficient of determination of Partial Coefficients, and Simultaneous Determination. In accordance with the calculation of statistics, product attributes, and variety seeking positive and significant effect against brand switching. Large coefficient of Determination is of 73.4%, while the rest amounted to 26.6% is the contribution of other variables in addition to product attributes, Variety Seeking.

Keywords : Product Attributes, Variety Seeking, and Brand Switching